

Wilton Economic Development Master Project List -- revised 07.14.2020

The priority ranking (High/Medium/Low) is NOT based on importance or overall desirability. We assessed each project according to eight criteria (community support, political support, technical feasibility, administrative feasibility, sustainability, cost, funding source and potential impact) which led to a final ranking. For instance, an important project may be rated LOW due to high costs or technical feasibility

	Lead	Project	Theme	Description	Priority
1	JENNIFER/JACKIE	North Riverwalk Trail	Connectivity/ Infrastructure	As part of Riverwalk Phase 2, implement a trail along the north side of the river to connect to Monument Park and the existing River Walk trail.	High
2	MIKE	Riverwalk Bridge Project	Connectivity/ Infrastructure	Add a pedestrian foot-bridge to span Stony Brook somewhere between 300 and 500 feet of the waterfall. The exact location will be determined by soil conditions, topography, and property lines.	High
3	DICK	Bring Back the Tourist Train	Connectivity/ Infrastructure	Resurrect popular tourist train from Wilton to Greenfield; work with DOT to secure support and with local provider interested in operating the train.	Medium
4	JENNIFER/DICK	Public Art	Streetscaping	Integrate art and murals throughout the downtown to create a welcoming environment and support the positioning of Wilton as an arts destination.	High
5	JACKIE	Resident Wants and Needs	Research	Implement ongoing surveys to obtain broad input from Wilton residents on projects and plans.	High
6	JENNIFER/KARON	Investment Group	Business Development	Support the creation of the non-profit Wilton Alliance, which will focus on investing in the vision for a vibrant and sustainable community.	High
7	KERMIT	Economic Revitalization Zone and Tax Increment Funding	Regulatory	Explore implementing the Economic Revitalization Zone tax credit, which offers a short term business tax credit for projects that improve infrastructure and create jobs in designated areas of a municipality, as well as a Tax Incremental Financing (TIF) zone for Pine Valley area spruce-up costs	Medium
8	KERMIT	Downtown Housing Diversity	Regulatory	Promote development near Main Street for parcels with access to water and sewer: minimum lot sizes reduced to 5,000 sqft, waive impact fees, establish design guidelines, lift winter parking ban, reduce parking requirements, allow 35% lot coverage; Determine what is affordable in Wilton.	Low

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	JACKIE	Market Wilton	Marketing	Document an integrated marketing and communications plan for Wilton which outlines our major audiences, strategies and messages to reach those audiences, and vehicles to use.	High
	JACKIE	NRPC Collaborative Workspace	Research	Support NRPC project to conduct a feasibility study for establishing an innovation center or collaborative work space in downtown Wilton	High
	JENNIFER/JACKIE	Memorial Park access project	Connectivity/ Infrastructure	As part of Riverwalk Phase 2, address issues with access to Memorial Park and implement GPI's recommendations. Includes applying for Eversource grant.	High
	JENNIFER/JACKIE	Signage Strategy	Connectivity/ Infrastructure	Based on Wilton brand, design and erect new directional and informational signage both into and around village target area. Use signage to connect different parts of Wilton and promote attractions beyond downtown.	High
	JENNIFER/ JACKIE	Phase 2 Plan for Main Street Riverwalk Extension	Connectivity/ Infrastructure	Develop plan for extending riverwalk on the east end to the Wilton House of Pizza and the west end to the Main Street park and beyond; safety improvements for students walking downtown, coordinate with NRPC's Safe Routes to School Project. Include re-configuration of the three town-owned parking areas to maximize usage.	High
	JENNIFER	Promote 79-E	Regulatory	Tax relief period extended to 5 years. Promote once Select Board approves updated application process. Marketing to be done as part of business development.	High
	JORDAN	Grants	Business Development	Research and create a database of grants that can be applied to the various projects the team is pursuing.	High
	ADAM	Impact Fee Strategy and Adjustments and other impediments to growth	Research	Research the usage and applicability of impact fees. Look at comparative towns; how do impact fees affect the affordability of housing and overall economic development? What else are we doing that impacts growth?	High
	KAT	Develop Wilton Brand	Marketing	Develop a visual logo, branding guidelines ("Brand Book"), simple town description that identifies the uniqueness of Wilton to use on websites and in other promotional materials.	High

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	Lead	Project	Theme	Description	Priority
	JACKIE	Wilton Website	Marketing	Update new town website with a "Visit Wilton" section to attract tourists and monitor Internet presence.	High
	KAT	Social Media Strategy and Search Optimization	Marketing	Increase presence on social media platforms, ensure Wilton and its attractions are listed and linked to from tourism and "What To Do" sites.	High
	NRPC	Revenue Viability Study	Business Development	Determine the right mix of retail shopping, recreation, cultural and entertainment attractions to sustain a town's economic viability and create some resilience to economic cycles. Assess demand and what the town can support.	Medium
	PLANING BOARD SUB-COMMITTEE	Amend Downtown Commercial District Ordinance	Regulatory	Consider form-based codes or amendments to the village center that remove or reduce frontage requirements, promote two-story buildings, require 1st floor commercial (non-residential) use with 75% glass storefront, eliminate or streamline change of use review process, allow 100% lot coverage, waive impact fees.	High
	NANCY	Demolition Review Ordinance	Regulatory	Develop new ordinance that creates a short-term "pause" in the permit process to allow for public input and potential preservation before the demolition of culturally, historically or architecturally significant buildings.	High